



FIHRD - CHIRA ACADEMY

Newsletter Fortnightly

CHORA
academy

June 30 –July 15, 2015



Activity News Report

ASEAN Debsirin Knowledge Camp 2015

On June 2-7, 2015, Foundation for International Human Resource Development (FIHRD) cooperated with Chira Academy Debsirinromkloao School to organize ASEAN Debsirin Knowledge Camp 2015 participated by high school students from Cambodia, China, Indonesia, Laos, Myanmar and Thailand's Debsirin School Network.

The highlights of activities were as follows.

On June 2, 2015, there was a welcoming ceremony for the foreign school delegates.



In the evening, Prof. Dr. Chira Hongladarom presented orientation to Thai students who joined ASEAN Debsirin Knowledge Camp 2015 at Debsirinromkiao School.



On June 3, 2015, in the morning, it was a great honor to have H.E. Emeritus Professor Atthaniti Disatha-Amnarj, Privy Councilor presided over the opening ceremony of ASEAN Debsirin Knowledge Camp 2015. Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development (FIHRD) (the second from the right) presented the report to chairman. Mr. Mongkol Chuwongwattana, Director of Debsirinromkiao School (the third from the left) deliver the welcome remark. H.E. Dr. Im Koch, Secretary of State, Ministry of Education, Youth and Sport (MoEYS) (the second from the left) and H.E. Ms. Eat Sophea, the Cambodian Ambassador to Thailand (the far left) were guests of honor who witnessed this opening ceremony.



There was a Presentation on “New Wave ASEAN Youths Development” by Assoc. Prof. Dr. Somjai Phagaphasvivat.



There was a Presentation on "Energy, Natural Resources, Environment and Sustainable Development" by Dr. Suwit Khunkitti.



There was a Presentation on "Harmony, Ethics Leading to Social Peace"
by Dr. Art Ong Jumsai Na Ayudhya.



On June 3, 2015, in the evening, Prof. Dr. Chira Hongladarom chaired the Panel Discussion: Society and Culture leading to ASEAN Ways at ASEAN Desirin Knowledge Camp 2015.





On June 4, 2015, in the evening, there was Workshop: One Vision & One Identity & One Community by Prof. Dr. Chira Hongladarom at ASEAN Debsirin Knowledge Camp 2015 at the Royal Thai Marine Corps Training Center, Sattahip, Chonburi.



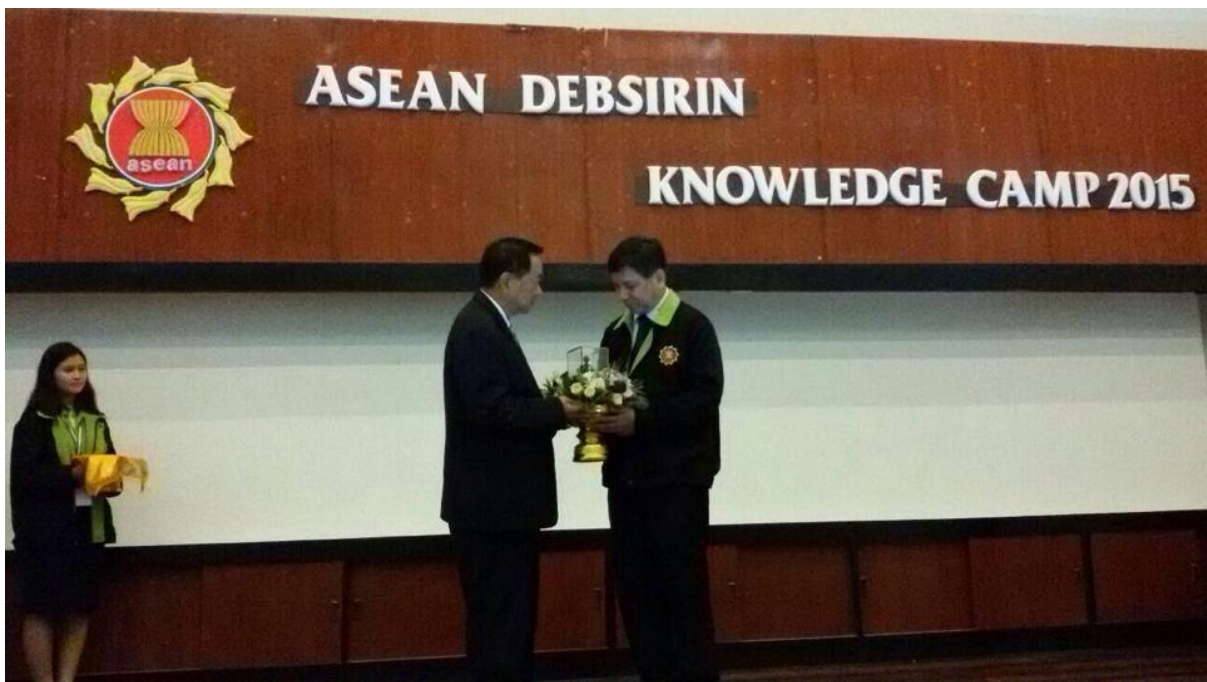
On June 6, 2015, the ASEAN Way Dinner: The One Style Fancy Party was organized.



On June 7, 2015, there was a Workshop & Presentation & Comment: One Vision & One Identity & One Community.






Finally, there was Certificates Awarding Ceremony and Closing Remark.





Please follow Chira Academy's Medias for knowledge development.

	<p><input type="checkbox"/> Kid Pen Kao Pen with Dr. Chira TV Program Broadcast every Thursday at 21.00-21.25 hrs. on TGN Channel For the VCD of this program, it costs 120 Bahts for each episode including the delivery service charge. Tel. (66 81) 207-2255</p>
	<p><input type="checkbox"/> Towards ASEAN Community TV Program Broadcast on the fourth Friday of every month at 13.05-13.30 hrs on NBT Channel.</p>
	<p><input type="checkbox"/> Human Talk Radio Program Broadcast every Sunday at 06.00 – 07.00 hrs. on FM 96.5 MHz. or Internet</p>

Special Thanks to



STOCK *Review*



Human Talk Radio Program

Human Talk Radio Program broadcast on Sunday 7 June 2015

Prof. Dr. Chira Hongladarom said that human capital development had to start from morality and ethics development. General Prayuth Chan-ocha focused on human resource or human capital. Prof. Dr. Chira Hongladarom asked General Prayuth Chan-ocha to start with providing people with the right values as good basis. He emphasized on 12 values. They consist of virtue, honesty, endeavor and patriotism. They take time. The right values are prerequisite for serving the country and making contribution to the society.

Prof. Dr. Chira Hongladarom often emphasizes that morality and ethics come from 3 sources: family, temple and school. This radio program focuses on temple. Buddhism and other religions can support.

When religions become weaker, it is hard to find good examples. These 3 case studies are recommended to apply to the future.

The first role model is Prayudh Payutto who has the small Yan Temple with a lot of supporters and visitors. Prof. Dr. Chira Hongladarom went to join his relative's ordination ceremony and make merit on Vesak Day. He saw that this monk was Thai wisdom leaders. He recommended this temple to other people to visit. When people donate money to the monks, they have to put money in the envelope. This temple is not materialistic at all.

Another role model is W.Vajiramedhi who graduated with the monk's Ph.D. Some monks are not interested in study about it. They use religion for earning a living.

The other role model is Luang Phor Koon Parisuttho.

Comparing among 3 of them, Luang Phor Koon Parisuttho passed away. Prayudh Payutto is 76 years old and very healthy with recognition from UNESCO. W.Vajiramedhi is 42 years old and still working.

Prof. Dr. Chira Hongladarom suggested that if General Prayuth Chan-ocha wanted to emphasize on people, he would have to prioritize. He should not promote people to be smart. He should focus on values to overcome Colonial Capitalism and prevent people to honor smart and rich people. Capacity building for people must start from morality and ethics before thinking and analytical skill development. Wisdom should come after morality and ethics. Next, there may be network, IT and mindset development to become life-long learners.

Prof. Dr. Chira Hongladarom said that the week before broadcasting this program, he went to Khao Kho to make presentation to vocational colleges. He learnt that the law allowed vocational graduates to study for Bachelor's Degree without being under Office of the Higher Education Commission. Vocational colleges have low entry number. The law was passed 7-8 years ago. Technical schools in provincial areas are called technological colleges. In fact, it is like vocational college which can later go to Rajamangala University and King Mongkut's Institute of Technology Ladkrabang. Some universities used to be under the former vocational colleges like King Mongkut's University of Technology North Bangkok, Phrajomklao Thonburi. Later, some vocational colleges are supposed to produce diploma or

advanced vocational graduates. Prof. Dr. Chira Hongladarom was invited to make presentation to 168 technical college directors. There will be follow-up projects.

Advanced vocational graduates who earn a lot of income as lathe men, electricians and petrochemical workers may want to become the leaders. Parents should consider technical colleges as an educational choice for children. Technical colleges have Bachelor's Degree program. However, most people judge technical colleges based on the old values. They escaped to study for a Bachelor's Degree somewhere else like Rajamangala University and Rajabhat University. Technical colleges have good basics as job. Lathe men do not have Bachelor's Degree but earn 50,000 Baths a month because the market demanded them.

Prof. Dr. Chira Hongladarom suggested bringing the strengths of vocational education to attract with technological equipment workshop. Weaknesses are English skill and wider economic, social, political and management perspective. They must improve additional knowledge like marketing, finance, human capital development and good entrepreneurship. Talented electricians can come out to set up companies. If technical colleges develop them to be technicians, they cannot compete with engineers due to their poor basics. They need to have niche.

Prof. Dr. Chira Hongladarom advised on agriculture. Bachelor's Degree is available at Maejo University and Kasetsart University. Agricultural colleges are everywhere. Some have large area but lack values. They have location but lack students. He recommended Maejo University and Kasetsart University graduates to become salary men like civil servants at Ministry of Agriculture and Cooperatives. The modern agriculture must be like CP with entrepreneurial spirit.

Now, vocational colleges offer Bachelor's Degree in Technical Education, Tourism and Accounting. They cannot offer Bachelor's Degree in Agriculture because they think that they cannot compete with Maejo University and Kasetsart University. In fact, it is not true. If they teach farmers to become entrepreneurs, they will get enough support. On that day, all vocational education institute leaders exchanged experience. Nowadays, many young people who graduate from abroad work in farm. They should not let agricultural graduates to be only salary men. I want these leaders to build farmer schools.

Prof. Dr. Chira Hongladarom said that as a Debsirin School alumnus, he has been organizing on Knowledge Camping for all 10 schools in Debsirin network for 16 years. When this program was broadcast, ASEAN Debsirin Knowledge Camp 2015 was organized in Bangkok and Sattahip. In Sattahip, it was organized at the Royal Thai Marine Corps. In Bangkok, there were study visits to the Temple of the Emerald Buddha and Museum Siam. Participants came from these countries, China, Indonesia, Myanmar and Cambodia. Other ASEAN countries have not been ready yet. Thai participants were students from 9 schools in Debsirin network. Total 160 participants joined the camp in Thailand.

A good point of this project is that Thai students selected by Prof. Dr. Chira Hongladarom to join this camp were trained to speak English. NBT reporters asked him whether Thai students with poor English skill could survive in this camp. Three days after the camp began, all of them were pressured to use English. They should not only learn English grammar, but also apply to reality, brave to speak and share ideas. In this camp, the students brainstormed in workshop. They were divided into 8 groups with members from different countries. Therefore, they had to speak English. Multicultural people live, read and share ideas in the camp. This environment pressured the selected Thai students who got 4-month training to be brave to share ideas. They were prepared to present. If they did not speak English correctly, they would be corrected to speak clearly with right stress. Finally, One Vision, One Identity and Community topic was selected and ASEAN would cooperate. On

that topic, agriculture was included. Every participating country has agriculture. They were assigned to brainstorm on agriculture from ASEAN perspective. They also thought about energy, technology, environment, tourism, culture and politics from ASEAN view. They worked together until the last day, June 7, 2015.

This Knowledge Camping linked high school youths together. We should encourage the students to brave to speak and share idea in English-speaking environment. This time, Indonesia sent 14 delegates. They willingly paid their own expenses. Their students were Muslims. The Chinese students were talented. They were from Guangxi. The Laotians and Cambodians were brave to speak. This camp is a good example. Prof. Dr. Chira Hongladarom would like to thank Debsirin network. Debsirin Romklao School near Suvarnabhumi Airport initiated this camp. As an alumnus, he was proud to serve the country. He expected the camp like this to be organized at other places. The leader of each school must be brave and implant student on speaking, reading, watching movies and share ideas. One book as a reading assignment was on leader. The modern learning was learning to think. Another thing was to teach them to live happily. The last one was to teach them to think outside the box and have new ideas. It was practice on non-textbook reading. They were stimulated to see opportunities when they were young. All 160 participants promised to visit one another. They must turn diversity into harmony. They must learn cultures of different countries. English is only a tool which can help them communicate.



***Kid Pen Kao Pen
with Dr. Chira TV Program***

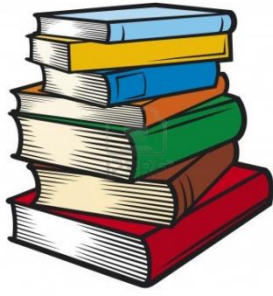
Kid Pen Kao Pen TV Program Column was written to summarize interesting points of this program. On Thursday 2 July 2015, this program will broadcast Oita Model from Japan to Prasae Community Episode as follows.

This year is announced as the 2015 Discover Thainess Year which includes Culture, art, custom and architecture as parts of Thai way of life. This episode presents Paknam Prasae Community which has interesting leapfrog development of community-based tourism.

Prasae Community is a cooperation project between Prof. Dr. Chira Hongladarom, Prof. Dr. Jearranai Lek-Uthai from Institute of Intellectual Property and Business Incubator Thammasat University and Klang sheriff.

Upon first arrival, it was a quiet local fisherman village with only old people and children. From field trip, there were old tourist attractions like Tung Prong Thong, village, mangrove forest and Prasae battleship. These could be renovated to be tourist attractions so the Faculty of Architecture was involved. Meeting with community leaders and villagers were organized. Sub-district chiefs, village headmen and mayors supported everything. They approved to make it conservative business. Thai Study Center gave support on history.

Prasae had long history since King Rama V era. History and old pictures were combined for publishing books on this next time but nothing happened. They thought to develop the Walking Street. Before the Walking Street, we promoted merit-making ceremony on water. The Japanese Oita Model was adopted to develop. Then, souvenirs were developed and sold to the tourists on the Walking Street. There were home stays which were later developed by home stay experts. The Faculty of Architecture provided support on good management and zoning. Next, they became was semi-urban community. There were entrepreneurship trainings to accommodate this lifestyle. When it became popular, it was publicized on TV program. Nowadays, Prasae starts to grow. Workshop was organized to ensure direction-based development and system level. Nearby tourism communities were linked and developed as network. During festival, good network creation can send people to nearby areas. Then, they can travel in the same areas. The selling points were local culture, way of life and identities. Many communities have been starting to take it as example to follow. We need to give credit because this is the adoption of Japanese Oita Model to apply. It is adapted to Thailand very well.



Prof. Dr. Chira Hongladarom's Concepts

4L's Theory

4L's Theory is a concept applied in ASEAN Debsirin Knowledge Camp 2015.

4L's Theory creates learning culture and society and consists of these components.

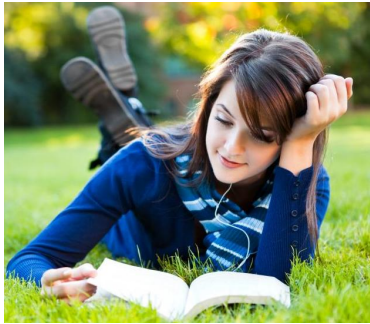
L1 Learning Methodology is a new learning method with modern curriculum, contents and technology. This includes **Workshop** and **Assignments**. IT and multimedia are used for attracting the participants' attention and providing them with up-to-date knowledge.

L2 Learning Environment promotes learning together. Participants are divided into groups to enjoy, concentrate and participate in learning. The learning environment helps the participants feel relaxed. Coffee corners, mobile library with rare international books giving practical knowledge are provided. There are Internet corners for sending e-mail, work and searching for interesting information. The focuses are on these learning philosophies: Coaching, Facilitator, Mentoring stimulating Creativity to reach International Benchmark.

L3 Learning Opportunities come from the participants' knowledge sharing and discussion with one another and the well-known speakers. They enable shared value creation wisdom network and partnership.

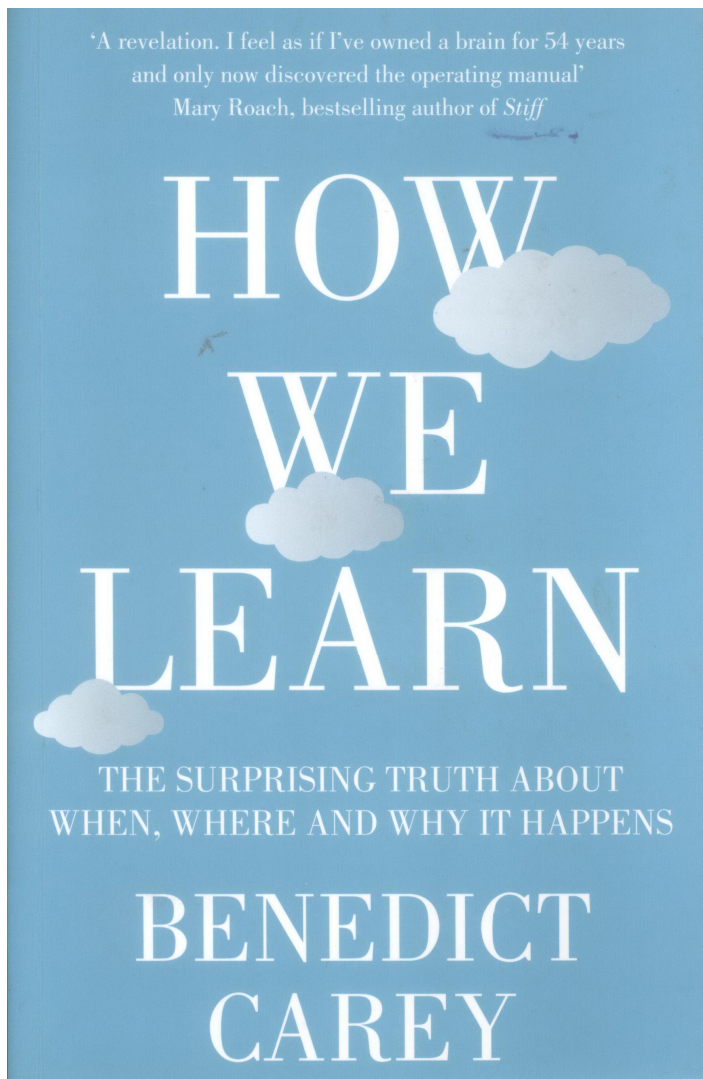
L4 Learning Communities are created by using classroom as a starting point which will be widely expanded to general communities. After this project, there will be a **Digital Community** connected by Social Media.

4L's Theory is not only useful for the students but also for people of all levels to improve learning capability.



Recommended Book

How We Learn: The Surprising Truth About When, Where, and Why It Happens



This is one of recommended books for the students joining ASEAN Debsirin Knowledge Camp 2015 to read.

This book comprises of four main parts. Part one reveals the biology of learning and forgetting as a new way of learning. A little forgetting is acceptable to encourage the memory to recall something. Part two emphasizes on the preservation of knowledge and develops the memory theme by looking into the connection of learning in different environments to support recovery of information, spaced learning or knowing when to start studying, and self test as a working method of study. Part three analyzes the most effective means to solve more complicated problems. Lastly, part four presents the interesting perceptual learning elements as a way to add on experience and respectfully highlights the significance of sleep in combining learning across forms, physical and/or mental.

In conclusion, this book can be useful for improving learning capability because it provided understanding in learning process.



FIHRD's Activity in Memory

ASEAN Plus Three Tourism Students Summit

Before ASEAN Debsirin Knowledge Camp 2015, Foundation for International Human Resource Development (FIHRD) used to organize youth camps for the university level.

ASEAN Plus Three Tourism Students Summit is Foundation for International Human Resource Development (FIHRD)'s pride. It was organized by Ministry of Tourism and Sports in cooperation with Suan Sunandha Rajabhat University and Foundation for International Human Resource Development (FIHRD) on 19 - 26 October 2014 in Bangkok and Pattaya, THAILAND based on ASEAN Plus Three Tourism Cooperation Work Plan 2013-2017. In this summit, there were 98 participants from ASEAN Plus Three countries consisting of university teachers, university students, national tourism organizations, coaches and organizing team members. The activities which they participated in were as follows.

On Monday 20 October 2014, in the morning, the Summit began with Introduction of Orientation and Learning Methodology and Presentation on Leadership and Youths' Roles in Tourism Development for ASEAN Plus Three (APT) by Prof. Dr. Chira Hongladarom followed by ASEAN+3 Networking Activities. In the afternoon, Mrs. Urairatana Naothaworn, Director of International Affairs, Ministry of Tourism and Sports presided over the opening ceremony. The next session was Presentation on "Our View on Tourism Development" in which ASEAN Plus Three youths presented their country's tourism information like tourism statistics, policy, marketing strategies, tourist attractions, geography, brief history, tourism development and impacts on tourism. Then, Ice-breaking Activity & Game Simulation and Effective Teamwork for ASEAN+3 Youths were conducted by Mr. Sarun Chantapalaboon. He used activities for helping the participants to break the ice, to introduce themselves in more interesting ways, and to discover themselves to improve their creativities which were important for tourism development. After that, there was Presentation and Coaching Session on "Innovative Idea for ASEAN Tourism Development by ASEAN Youth" and Social Media Development Activity. In this session, Mr. Kitti Jayanakula presented project development methodology by focusing on key words. The participants brainstormed in the workshop to set up the project topics and underlying concepts. In the evening, there was Welcome Dinner. ASEAN Plus Three participants presented their beautiful Cultural Performances.

On Tuesday 21 October 2014, in the morning, there was a Panel Discussion on 360 Degree overview on Tourism: paving way for ASEAN+3 Sustainable Tourism Development. It was divided into three sessions. The first session was 360 Degree overview on Thai Tourism, Mutual Recognition Arrangements: MRA Establishment by Ms. Jiraporn Prommaha. She introduced MRA on Tourism Professionals and shared Thailand's experience in working with MRA on Tourism Professionals. Later, Mr. Pradech Phayakavichien presented Case Studies of Tourism and Sustainable Development. He pointed out that a similar problem which ASEAN countries had was the tourist arrival concentrated on primary destinations instead of scattering to other secondary destination. He cited France which was

the same size of Thailand but had better scattering tourists due to the promotion of community-based tourism. Therefore, France had more tourist arrivals than Thailand despite the same size of the area. Then, Mr. Pongsathorn Ketsamlee presented Creative ASEAN Tourism and ASEAN+3 Networking. He presented Tourism Authority of Thailand (TAT) marketing direction, TAT marketing plans and creative tourism projects. In the afternoon, the participants blessed to His Majesty the King and went on technical visits to Thailand's important historical tourist attractions.

On Wednesday 22 October 2014, in the morning, the participants went on Study Visit at Arts and Science Educational Attraction Standard and listened to Presentation on Concepts and Objectives on the Construction of the Sanctuary of Truth, the largest wooden architecture in Thailand and learnt about the management styles and attractive marketing. In the afternoon, the participants went on Study Visit at Recreational Attraction Sightseeing and recreational activities and listened to Presentation on Concepts and Objectives on the Construction of Nong Nooch Garden & Resort, the largest recreational attraction in the East and learnt about the management styles, attractive marketing and CSR concepts. After that, the participants joined Workshop on Project Proposal Development. In the evening, the participants participated in Dinner Party in the theme "Creation for Sustainable Tourism Super Hero" and joined Costume Contest.

On Thursday 23 October 2014, in the morning, the participants learnt Thai Cooking Demonstration. In the afternoon, the participants joined Bottle Art Activity and learnt Thai Boxing.

On Friday 24 October 2014, in the morning, the participants went on Study Visit at Eco-tourism Destination and listened to Presentation on Ecology and Environment Management, Participation Promotion, Conscience Implant, Concept, Objectives of Sea Turtles Conservation Centre and Value Creation. In the afternoon, the participants joined the Workshop on Preparation for presenting "Innovative Idea for ASEAN Tourism Development by ASEAN Plus Three Youth".

On Saturday 25 October 2014, there were Group Innovative Project Presentations.

Group 1 presented Social Network Project. They proposed the Platform For Future ASEAN + 3 Youths for APTSS 2015 onwards for ASEAN + 3 Youths. They recommended the increasing use of the available social media like Facebook, Line and Instagram for tourism network creation and tourism marketing.

Group 2 presented Marketing Development Project. They recommended using Pop-culture tourism marketing to distribute the visitors of ASEAN+3 Countries, increase the visitor number and income from their expenditure and length of stay. They cited South Korea as a successful case study in Pop-culture tourism marketing selling cities with celebrities. They proposed to have an organization working on marketing for ASEAN+3 tourism.

Group 3 presented Green and Sustainable Tourism, and Sports Development Approach Project to achieve the goal for all ASEAN +3 countries to become the best region for green and sustainable tourism, and sports development. They proposed each member country of ASEAN+3 to have at least one Green Tourism Village.

Group 4 presented Database Development for Tourism and Sports Project aiming to provide tourism stakeholders and travelers across the globe with accurate, concise, timely and updated; and wide-range travel and tourism information of ASEAN Plus. The recommended the establishment of tourism centers for handling the collection of data, gathering factual information, share news and updates on tourism particulars, standardization of data collection forms for easier and uniform understanding and creation of tourism calendar not limited in

schedule of submission and gathering of statistical reports, monthly updates and meeting schedules.

Group 5 presented Human Resource Development Project. They proposed the establishment of ASEAN Plus Human Resource Training & Development Institute to offer five (5) courses based on the Six Labor Divisions of the Mutual Recognition Arrangement on Tourism Professionals (MRA-TP) like Food and Beverage, Food Production, Front Office, Housekeeping and Leadership Training.

On Saturday 25 October 2014, there was Farewell Party / ASEAN+3 Night “Unity within Diversity” Performance and Certificates Awarding & Closing Ceremony.

Even though this project ended, it expanded to other follow-up projects like Seminar on "Integrated Management Capacity Building for ASEAN Community" and ASEAN Debsirin Knowledge Camp 2015. Up-to-the present, it has been long-lasting in our memory.



A lot of benefits from ASEAN Anti-Corruption Youth Camp 2013



On April 30 –May 9, 2013, ASEAN youths gathered to do activities in Bangkok and Petchaburi to exchange knowledge and ideas on corruption prevention in ASEAN. They exchanged ideas with the National Anti-Corruption Commission (NAAC) speakers and external speakers. They learnt from Singaporean, Malaysian and Cambodian successful Anti-Corruption case studies. The efforts to solve corruption in many countries must be promoted and must start from ASEAN youths.



I worked with NACC as a co-host. This project is an important start point which will be continuously expanded as follow-up activities. Partners are needed for more concrete actions.

I have some recommendations as follows.

First, Ethical Capital should be implanted in to all ASEAN youths' minds. Moreover, I hope that Ethical Capital should be shared to three groups of stakeholders in each country.

1. Public Sector
 - Government
 - Court
 - Parliament
2. Private Sector
 - Large companies and multinationals
 - SMEs
3. The General Public
 - Academics
 - Media
 - Schools
 - Communities

Implanting Ethical Capital must come from

- Families
- Schools
- Media
- Workplaces
- Strict laws

Malaysian universities have Anti-Corruption Unit Secretariats to spread ethical principles, solutions and create the students' awareness of corruption danger for the future of the country. Schools and universities in other countries should apply this concept. NACC of Thailand is working on this but few schools and universities are interested in it.

Cambodia and Singapore use strict laws. If there is concrete evidence, the imprisonment will be certainly applied.

I was proud that ASEAN youths were very interested in Ethical Capital, a capital of my 8K's Theory. Ethical Capital prevents people from doing bad things because they feel ashamed to do. It can prevent corruption well in the long term.

More interesting thing is Social Capital or networking. It was a capital of 8K's which was greatly discussed. It can be important factor for corruption prevention in the future. Many ASEAN youths agreed. Assoc. Prof. Dr. Juree Vichit-vadakan emphasized on the importance of Networking Capital. They knew well that it was necessary to create anti-corruption network which gave better results than working alone.

The ASEAN youths went on Study Visit to Bangkok Post. Mr. Voranai Vanijaka said that media was an important target group for driving Networking Capital for preventing corruption. If media has a lot of ethics and becomes network, it will greatly help.



Besides, there is another important capital for preventing corruption. That is Digital Capital or the use of IT for searching for information and accurately checking the past information. I would like to thank Mr. Charin Thiratitayangkul, Director of Electronic Government Agency (Public Organization) (EGA) and Ms. Nantawan Wongkachonkitti, Director of Engineering and IT Infrastructure Operation Office, Director of Electronic Government Agency (Public Organization) (EGA) at that time for their kindness.

The trend of Digital Capital usage will enable

- more effective corruption inspection
- more effective corruption prevention
- Youth Camp Social Media

Presentation on “ASEAN Anti – Corruption Digital Linkage”
by Mr. Charin Thiratitayangkul, and Ms. Nantawan
Wongkachonkitti



I will continuously work to support Anti-Corruption group to reach the purposes.
The work must focus on this process.

- Pre-Planning
- 9 days of camp period
- Evaluation and follow-up
- Sustainability for effectiveness promotion in long term

Everything ends with Creativity Capital and Happiness Capital. When there are Ethical, Networking and Digital capital, they greatly help solve and prevent corruption. It will ensure anti-corruption effectiveness and success.

ASEAN youths can discover what they want if they have Happiness Capital in study and work in the future. They will find that their lives have purpose and they must love their job as well as have passion. Purpose and Passion will be keys to ASEAN Anti-Corruption actions in the future.

Prof. Dr. Chira Hongladarom

Source: Learning from Reality with Dr. Chira Column. **Naewna**.
Saturday 11 May 2013, p.5